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**EMPLOYEES FACTORS OF MOTIVATION IN SERI STAMFORD
COLLEGE KEPONG**



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By
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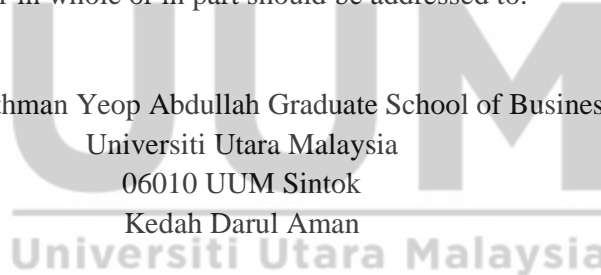
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ABSTRACT

Motivation is a set of energetic forces that comes from within and outside of the individual's being in order to establish work-related behaviours and to determine the form, direction, duration and intensity of these behaviours. As such, it becomes a factor that exerts a driving force on our actions and work and also becomes an important element in the productivity of employees. Therefore, the performance of the employees is highly concerned by the employer to achieve high performance and job commitment. The employees who are demotivated and lack of commitment can bring a negative effect to the learning platform in the education industry. In other words, the employees' attitudes will bring effect towards the students in the classroom who are in the process of learning. This will impact the future of the children. Therefore, the correlation between the motivation factors of the employees and job commitment and the ranking of the motivation factors of the employees were able to determine and analyse Stamford College's scenario. This study focused on the employees at Stamford College which is academic and non-academic staff to answer the questionnaire. These questionnaires contained 3 part sections where the first section covered the 6 independent variables, second section covered the job commitment and third section covered the demographic area. The questionnaire distributed to the employees at Stamford College, Kepong on sampling basis. The results from the study showed that the 'promotion' factor is the most important factor to motivate the employees. The results also showed that the motivation factors and job commitment have strong positive relationship and the coefficients between motivation factors and job commitment has shown that it is consistent with the hypotheses of having a significant relationship. Even with a positive relationship between motivation factors and job commitment, due to the limitations faced in this research, further research and more population has been included in the future study for better results and may want to focus on other existing types of motivations.

Keywords: Motivation, Job commitment, Interest work, High wages, Promotion, Recognition

ABSTRAK

Motivasi adalah satu set tenaga yang datang dari dalam dan luar individu dalam usaha untuk membina tingkah laku kerja dan untuk menentukan bentuk, arahan, jangka masa dan intensiti tingkah laku ini. Oleh itu, ia menjadi satu faktor yang menggunakan dorongan dalam tindakan dan kerja kita serta menjadikannya satu elemen yang penting dalam produktiviti pekerja. Oleh itu, prestasi pekerja amat dibimbangkan dengan majikan untuk mencapai prestasi yang tinggi dan komitmen kerja. Pekerja-pekerja yang tiada dorongan dan kurang komitmen boleh membawa kesan negatif kepada platform pembelajaran dalam industry pendidikan. Dalam erti lain, sikap pekerja akan memberi kesan terhadap pelajar di dalam bilik darjah yang tengah belajar. Ini akan memberi kesan kepada masa depan anak-anak. Oleh itu, hubungan antara faktor-faktor motivasi pekerja dan tugas komitmen dan kedudukan faktor motivasi pekerja dapat menentukan dan menganalisis senario Stamford College. Kajian ini memberi tumpuan kepada pekerja di Stamford College yang merupakan kakitangan akademik dan bukan akademik untuk menjawab soal selidik. Soal selidik ini mengandungi 3 bahagian di mana bahagian pertama meliputi 6 pembolehubah bebas, bahagian kedua meliputi komitmen kerja dan bahagian ketiga meliputi kawasan demografi. Soal selidik ini diedarkan kepada pekerja di Stamford College, Kepong secara persampelan. Hasil kajian menunjukkan bahawa faktor 'promosi' yang menjadi faktor yang paling penting untuk memberi motivasi kepada pekerja. Keputusan juga menunjukkan bahawa faktor-faktor motivasi dan komitmen kerja mempunyai hubungan positif yang kukuh dan 'coefficient' antara faktor-faktor motivasi dan komitmen kerja telah menunjukkan bahawa ia adalah selaras dengan hipotesis yang mempunyai hubungan yang signifikan. Walaupun dengan hubungan yang positif antara faktor motivasi dan komitmen kerja, disebabkan oleh kekangan yang dihadapi dalam kajian ini, lebih penyelidikan dan lebih penduduk dimasukkan ke dalam kajian masa depan untuk mendapat keputusan yang lebih baik dan mungkin tumpuan yang lebih kepada motivasi yang lain.

Kata kunci: Motivasi, Komitmen kerja, Gaji tinggi, Kerja yang menarik, Pengiktirafan, Kenaikan pangkat

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Thank you

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LIST OF ABBREVIATION

SPSS - Statistical Package for Social Sciences (version 18)



CHAPTER 1: INTRODUCTION

1.1 Introduction

One of the crucial elements for the success of the company is their employees as they are vital in the operation of a company. With a rapidly changing economy, majority of the companies faced with pressures and fluctuation in current world.

As such, education sector is affected due to the increase of the high expectation of the fresh graduates in the aspect of skills and knowledge. Therefore, higher institutions are facing various challenges in order to equip the graduates with the right skills, attitudes and competencies that are required by the current corporate world (Amen, 2014). The employees of the higher institutions including academician and non-academician are also pressured from various stakeholders. As a result, the employees' job performance is affected.

Based on Matthieu and Zajac (1990), in order to increase the job performance, employees must be ensured that they are committed to their job. Job commitment can be elaborated into three aspects; firstly, the employee must be determined to remain as part of the college; secondly, the willingness to sacrifice time and energy for college; and thirdly, uphold the values and goals of the college (Becker et al., 1995).

With them focusing and dedicate to their work, this increases the productivity of the college. Employees who are committed will improve the performance of the college. However, it will only be short term if no incentives or any other benefit given to employees and eventually they become less committed. Incentives and other benefits are considered as a form of motivation where it will drive the employees to achieve some specific goals. (Nadeem Iqbal et al., 2013) With motivation, employees are

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